

JUL 02 2006

IN THE SPECIFICATION:

Please amend the Specification as follows:

Please replace the paragraph beginning on page 13, line 16, with the following new paragraph:

-- The subscriptions can be fulfilled and/or ~~services~~ serviced by any retail and/or other facility. In this manner, an individual subscriber may initiate a subscription for a periodical from any location and pick up the issues of the subscription from any retail facility, newsstand and/or store which is a participating facility and/or a facility which utilizes the present invention and/or which utilizes an appropriate point-of-sale transaction device. In this manner, flexibility is provided regarding the issue pick-up location. --

Please replace the paragraph beginning on page 77, line 19, with the following new paragraph:

-- In any and/or all of the embodiments described herein, the apparatus and method of the present invention can provide for subscriptions which can be initiated and/or

created via any communication device 30 and/or any point-of-sale transaction device 40. In any and/or all of the embodiments described herein, the subscriptions can be fulfilled and/or ~~services~~ serviced by any retail and/or other facility. In this manner, for example, an individual subscriber may initiate a subscription for a periodical from any location and pick up the issues of the subscription from any retail facility, newsstand and/or store which is a participating facility and/or a facility which utilizes the present invention and/or which utilizes an appropriate point-of-sale transaction device 40, thereby providing flexibility in the issue pick-up location. --